What is claimed is:

1. A method for determining an adjustment amount to be made to an input chroma, C_{in}, to squeeze the input chroma toward a region of preferred chroma, C_{pref}, comprising:

    a) defining a change in chroma as: $\Delta C = C_{in} - C_{pref}$;

    b) defining a chroma weighting function;

    c) defining an amount of chroma adjustment as: $C_{Adjust} = \Delta C * (H_{weight} * C_{weight} * L_{weight})$; and

    d) generating an output chroma by applying chroma adjustment to chroma input as follows: $C_{out} = C_{in} - C_{Adjust}$.

2. A method, as defined in **claim 1**, comprising a Gaussian weighting function: $C_{weight} = Gaussian(C_{pref}, C_{sigma})$.

3. A method, as defined in **claim 1**, wherein the lightness weighting function is defined by the Gaussian function: $L_{weight} = Gaussian(L_{pref}, L_{sigma})$.

4. A method, as defined in **claim 1**, wherein the three one-dimensional weighting functions are replaced by a three-dimensional weighting function.

5. A method, as defined in **claim 1**, wherein the input is squeezed toward a point in a predetermined colorspace e.g., RGB, a*b*, or u'v' space.

6. A method, as defined in **claim 1**, wherein, in the case of multiple squeezes, defining finite non-overlapping regions of support.

7. A method, as defined in **claim 1**, wherein inputs are pre-specified in a color management system.

8. A method, as defined in **claim 1**, wherein the inputs are dynamically specified by the user.

9. A method, as defined in **claim 1**, wherein the squeezing is applied in a non-uniform way by using one weighting function at input chroma values less than the preferred chroma and another weighting function at input chroma values greater than the preferred chroma.

10. A method, as defined in **claim 1**, wherein L_{weight} is set to 1 causing the squeezing to be toward a plane of preferred hue and chroma.

11. A method, as defined in **claim 1**, wherein a single 3-dimensional weighting function is used instead of three 1-dimensional functions.